

Message Text

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42

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TAGS: OEXC, UR

SUBJ: TECHNOLOGY FOR AMERICAN HOME EXHIBIT: TASHKENT CLOSING

REF: MOSCOW U-3544

1. TAH EXHIBIT OFFICIALLY CLOSED MARCH 18 WITH TOTAL ATTENDANCE FOR 28 DAYS 207,435. WEATHER VARIABLE WITH SNOW, RAIN AND MUD PREVALENT EARLY IN SHOWING PERIOD IMPROVING TO SPRINGLIKE CONDITIONS IN CLOSING DAYS.

2. AUDIENCE REACTION TO EXHIBIT EXTREMELY ATTENTIVE, RESULTING IN SOMEWHAT SLOWER THAN EXPECTED CROWD MOVEMENT. PERCENTAGE OF SPECIALISTS IN AUDIENCE VERY HIGH WITH CONSEQUENT UTILIZATION OF LIBRARY EXTREMELY

HEAVY. CAN CONCLUDE THAT SUBJECT MATTER OF UNUSUAL AND SERIOUS INTEREST TO MAJORITY WHO ATTENDED.

3. LOCAL MEDIA COVERAGE UNUSUALLY WIDESPREAD. DAILY PAPERS GAVE FRONT PAGE COVERAGE TO OPENING AND SEMINAR. EXCELLENT TV COVERAGE OF OPENING WITH RADIO SPOT ANNOUNCEMENTS ON EXHIBIT AND SEMINAR. LENGTHY RADIO INTERVIEWS WITH GUIDES, STAFF AND SEMINAR PARTICIPANTS CONCLUDING WITH TAH DIRECTOR INTERVIEW TO BE USED AFTER EXHIBIT CLOSING.

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4. AUDIENCE INTEREST REFLECTED IN HEAVY USE COMMENT BOOK. COMMENTS, BASED ON SPOT CHECK, RAN 82 PERCENT FAVORABLE, WITH 35 PERCENT IN UZBEK LANGUAGE. NUMEROUS REFERENCE TO INDIVIDUAL GUIDES, MOST HIGHLY LAUDATORY.

5. PERFORMANCE ALL GUIDES VERY SATISFACTORY. LANGUAGE ABILITY AND KNOWLEDGE OF EXHIBIT MATERIALS VERY GOOD.

6. TAH OPENING BY WASHINGTON REPRESENTATIVE JAYNE B. SPAIN, VICE CHAIRMAN U.S. CIVIL SERVICE COMMISSION, AND BY AMBASSADOR WALTER J. STOESEL, JR. PRINCIPAL SOVIET REPRESENTATIVES WERE TASHKENT MAYOR KAZIMOV AND USSR CHAMBER OF COMMERCE AND INDUSTRY OFFICIAL OGANESIAN. DURING SHOWING PERIOD, EXHIBIT VISITED BY MANY OFFICIALS, AMONG THEM, CHAIRMAN OF STATE CONSTRUCTION BOARDS FOR BOTH UZBEK AND KAZAKH REPUBLICS, CHAIRMAN UZBEK UNION OF ARCHITECTS TURSUNOV, CHAIRMAN UZBEK CHAMBER OF COMMERCE ILKHAMOVA AND DEPUTY TASHKENT CITY SOVIET BARABASH. ESPECIALLY SUCCESSFUL IN ARRANGING GROUP VISITS FOR OFFICIAL DELEGATIONS, AMONG WHICH WERE GROUPS FROM UNION OF ARCHITECTS, GOSSTRO, MINISTRY OF CONSTRUCTION, WRITERS' UNION, YOUNG COMMUNIST LEAGUE, TASHKENT UNIVERSITY, SOCIETY FOR CULTURAL RELATIONS WITH FOREIGN COUNTRIES, PERFORMING ARTISTS' UNION AND DOCUMENTARY FILM STUDIOS.

7 PRIOR TO OFFICIAL CLOSING, EXHIBIT VISITED BY U.A. RESTAMOV OF UZBEK COMMUNIST PARTY CENTRAL COMMITTEE, DEPUTY TASHKENT CITY SOVIET BARAHASH, DEPUTY MAYOR OF TASHKENT KH. YA. YAKUBDZHANOVA, T.B. PULATOVA OF UZBEK MINISTRY OF TRADE, D.I. ILKHAMOVA OF UZBEK CHAMBER OF COMMERCE, A.KH. PUSTAMOVA OF UZBEK COUNCIL OF MINISTERS AND SH. N. SHARIPOV OF TASHKENT CITY EXECUTIVE COMMITTEE CULTURAL SECTION. COLSING-DAY RECEPTION FOR TAH GUIDES AND STAFF HOSTED BY MAYOR KAZIMOV AND ATTENDED BY NUMEROUS OFFICIALS INCLUDING UZBEK DEPUTY MINISTER OF FOREIGN AFFAIRS A.M. KUCHKAROV.

8. COOPERATION AND WORKING ARRANGEMENTS WITH CHAMBER STAFF AND LOCAL AUTHORITIES SATISFACTORY. OFFICIAL ATTITUDE OF LOCAL GOVERNMENTAL AND PARTY AUTHORITIES TOWARDS TAH FACILITATED DAILY EXHIBIT OPERATION

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9. SEMINAR ON SEISMIC CONSIDERATIONS IN CONSTRUCTION WAS MOST SUCCESSFUL AND AS FIRST EFFORT OF THIS IN USSR BROUGHT SIGNIFICANT RESULTS. HIGH LEVEL OF PROFESSIONAL DIALOGUE BETWEEN AMERICAN PANELISTS AND APPROXIMATELY 35 SOVIET PARTICIPANTS. BOTH SIDES CONTINUALLY STRESSED DESIRE FOR MUTUALLY BENEFICIAL SCIENTIFIC COOPERATION BETWEEN THE TWO COUNTRIES. DETAILS OF SEMINAR WERE REPORTED REFTEL.

10. CONSTRUCTION SPECIALISTS WALKER AND MILLER AND BLS STATISTICAL SPECIALIST RICHELLE ALL INSTRUMENTAL IN THEIR SUCCESS BY PROVIDING MEANINGFUL INFORMATION TO THOSE WHO REQUESTED IT.

11. FULL FINAL REPORT WITH PHOTOS AND VISITOR COMMENTS TO BE FORWARDED TO ICS/E O/A MARCH 31.
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